



## Downtown Center Business Improvement District

### BOARD OF DIRECTORS MEETING MINUTES June 12, 2013

#### **Board of Directors**

Eric Bender, Robert Cushman, Sauli Danpour, Robert Hanasab, Steve Hathaway, Matt Nolan (as proxy for Adelle Yellin), Peklar Pilavjian, Brian Plymell (as proxy for Jim Bonham), Paul Rutter, Carol Schatz, Patrick Spillane, Daniel Swartz, Cindy Troesh, Cari Wolk

#### **Absent**

Jim Bonham, Kathy Faulk, Marty Caverly, Barbara Bundy, David Damus, Frank Frallicciardi, Peggy Moretti, Peter Zen

#### **Staff**

Hal Bastian, Jeff Chodorow, Nina Decker, Randall Ely, Lauren Mitchell, Lena Mulhall, Ken Nakano, Angela Puchala

#### **Guests**

Philip Hernandez – Swig, Julia Diamond & Tati Simonian – Grand Park

#### **CALL TO ORDER**

Spillane called the meeting to order at 8:10 a.m. Spillane asked the attendees to say their name and company representing.

**PROPERTY OWNER OR PUBLIC COMMENT:** None.

#### **APPROVAL OF MINUTES**

Approval of minutes from April 10, 2013. A motion was made by Swartz to approve the minutes, Hanasab seconded and motion was approved.

Spillane introduced guests Julia Diamond and Tati Simonian, representing Grand Park. Julia spoke to the members about the Grand Park project, upcoming events and the amenities it will offer to the Downtown community.

#### **FINANCE**

Chodorow Reported:

March and April Financials were reviewed and approved by the Finance Committee last week. Variances for March were favorable by \$32K for the month which is a result of website updates that were budgeted for March & April were delayed until 3<sup>rd</sup> qtr. and staff vacancy. April was favorable for the month and for the year-to-date was favorable at \$180K. Department expenditures were favorable \$90K and \$210K for the year which again is due to the delay in website updates, staff vacancy, advertising and a delay in Ambassador staffing.

Motions were made by Swartz to approve March and April financials as presented, Pilavjian seconded and was approved.

#### **PRESIDENT'S REPORT**

Carol Reported:

Carol spoke to the Board about the upcoming Renaissance currently scheduled for September 27 to promote confidence in Downtown LA's real estate markets (office, retail, residential and hospitality) and to spur investment

from local, national and international real estate investors, as well as real estate users. This production will take the place instead of our Annual Fall Program & Tour that we usually hold in November of each year. Tours will be given in the afternoon and have selected speakers to cover the various markets. This will be sponsored by the DCBID and Central City Association.

Carol announced that every election year, CCA hosts an Elected Officials Reception, to honor the elected and newly elected officials. This year's event will be held on July 24.

## OPERATIONS

Nakano reported:

Operations Staff continues to look for a new service center as the last prospect (914 S. Olive) fell through. We are currently looking and working on a proposal for 740 S. Olive Street, and will update the Board at the next meeting.

### **Safety:**

Though we continue to see a rise in the quality of life issues within the district, LAPD crime statistics show that Part-1 Crimes remain low and doesn't reflect what we are seeing out in the field. Focus is currently on the following areas:

- 351 S. Hill Street
  - Large amounts of encampments are being set up in this area on a daily basis. We are counting on average 20 people that stay in this area throughout the day and encamp there during the evening. These encampments were often up during the exclusionary hours of the Jones Settlement. For this reason, there has been several complaints from stakeholders and the LAPD is currently enforcing laws in that area.
- 2<sup>nd</sup> Street Pedway
  - There have been several complaints of graffiti and trash on this pedway, the BID along with some stakeholders have been working with Councilman Huizars' office to rectify some of the issues of broken lighting and graffiti there.
- 7<sup>th</sup> Street Corridor
  - 7<sup>th</sup> Street continues to require focused attention due to high amounts of petty thefts that occur. Most of the thefts that are being committed are within large retailers such as Target and Macys however a few are still occurring on the street around the Macys plaza area.

	<u>May 2013</u>	<u>May 2012</u>
Calls For Service	*3,198	1,391
Self Initiated Calls/Incidents	11,069	9,704
LAFD Assists	9	6
LAPD Assists	16	19
Misdemeanor Incidents	613	642
Felony Incidents	11	6
Quality of Life Incidents	3,894	2,745

\* increase in calls for service is attributed to an increase of calls for sidewalk wash downs.

### **Maintenance:**

Maintenance staff is starting to see an increase in trash that is being picked up within the district. For the time of the year this is normal, however we will be monitoring it closely to see if there is a direct correlation with the increase in quality of life issues within the district.

### **BID ACTION:**

Victoria Lantry of the Midnight Mission has asked for the BID ACTION team to participate in a new community public relation volunteer project that they are starting. Exact details for this have yet to be discussed as the outreach team has asked that Ms. Lantry speak with Operations Staff before agreeing to this. This opportunity came across when the BID ACTION team participated in a tour of the Midnight Mission facility. At the time of this printing, Ms. Lantry has not spoken with staff to discuss details. More will be reported at the next board meeting.

As usual the outreach team conducted a monthly homeless count, the numbers are as follows:

05/06 – 162 Persons sleeping within the district

05/28 – 227 Persons sleeping within the district

## **MARKETING**

Mitchell Reported:

Mitchell highlighted some of the events that took place during the months of April and May.

### **Marketing Campaigns**

Our Spring Campaign, *Explore Downtown: LA's Urban Frontier*, showcased 17 cultural and historic sites on a self-guided map. We promoted the campaign from April 18 – May 13 (Earth Day through Mother's Day) with press outreach, KCRW radio spots, Downtown News ads, Facebook and Google advertising, a custom printed map, and a booth at Art Walk. A slide show on our website accompanied the map, showcasing each location and recommendations by locals for dining and shopping. The campaign included tours, hotel packages, special offers, and 12 Mother's Day Brunches. The campaign generated 2.7 million media impressions, a value of \$65,000.

Traffic to the landing page increased by 39% over last year with 8,200 page views. We increased our email list by 1,400 new subscribers.

### **New Resident Event**

As part of the DCBID's initiative to build community in Downtown LA, the Downtown resident event series continues. The Q2 mixer on April 24 at Border Grill was a success. Approximately 80 residents from the Bunker Hill area attended and enjoyed a special guest appearance by Chef Susan Feniger. The next event will take place on June 26 at the Watermarke Tower for residents of the DCBID's South Park residential units.

### **Website**

We enhanced the main page with a slideshow of images that emphasize the vibrancy in Downtown LA and introduced a webpage that summarizes the 11 summer outdoor concerts and events. Please visit [DowntownLA.com/Outdoor](http://DowntownLA.com/Outdoor) for more information.

### **Downtown Guides Program**

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. The Welcome Map and Bags continue to be in high demand. The maps are distributed via our Downtown Guides in Downtown LA, and via Certified Folder Display to major transportation hubs and tourist attractions in Southern California. The Welcome Bags greeted new tenants and residents when they moved in. During April and May, the Ambassadors distributed 2,040 Welcome Maps and 531 Welcome Bags.

### **eNewsletter & Property Owner Quarterly Newsletter**

The DCBID's monthly e-newsletters were sent to over 30,000 current subscribers. They highlighted new business openings, Downtown events, and special offers to our subscribers.

The April-June quarterly newsletter arrived to stakeholders. The issue highlighted the Downtown LA Demographic Survey, recognized DCBID Sergeant Priscilla Valdez, and much more. We began to draft the Q3 Newsletter, which will arrive in early July.

### **Events**

The Annual Property Owners Breakfast occurred on Thursday, May 23 at the LA Athletic Club. Councilman José Huizar, LAPD Captain Horace Frank and other special guests joined Carol and Kathy for remarks. Approximately 60 community members and property owners attended. Speaker Perez's office presented a certificate of recognition for the DCBID's 15<sup>th</sup> anniversary. We presented the 2012 Annual Report; copies of the report are available.

Dog Day Afternoon at the Cathedral will take place on Wednesday, July 10, 2013. We already have 67 reservations. The Public Safety Appreciation BBQ will take place in August this year at FIGat7th. Please save the new date: Friday, September 6.

### **Public Relations**

We received 12 responses to our RFP and will be interviewing candidates. The DCBID was nominated by the *Downtown News* for "Best BID" and "Best Tour." Stay tuned for the results in mid-July.

### **Marketing Roundtable Meetings**

The DCBID hosted its monthly Roundtable Meetings attended by 80 guests. Presenters included the Unusual Suspects, Hope for Firefighters, Pershing Square, LA Film Fest, and X Games.

## **ECONOMIC DEVELOPMENT**

Bastian Reported:

### The Renaissance of Downtown Los Angeles: Opportunity Knocks

- Planning has begun on this event which will be held on Friday, September 27 to promote confidence in Downtown LA's real estate markets (office, retail, residential and hospitality) and to spur investment from local, national and international real estate investors, as well as real estate users. This production will take the place of our Annual Fall Program & Tour that we usually hold in November of each year and have a much broader scope, more speaking panels and last the entire day.

### Retail Recruitment Program

- Fashion retail is on the rise in Downtown Los Angeles. National retailer Brooks Brothers opened a small boutique store at the Jonathan Club and two Flagship stores also opened: Beautiful Fül 107 W. 5<sup>th</sup> Street and Sub Urban Riot at 111 W. 7<sup>th</sup> Street. Jennifer Main, a successful artist opened Jennifer Main Gallery at 617 W. 7<sup>th</sup> Street, bringing the famous Downtown Art Walk into the heart of our District.
- The DCBID helped to recruit three major fashion retailers to Downtown Los Angeles; International retailer Zara will be opening a 27,000 SF store at FIGat7th; Urban Outfitters in the historic Rialto Theatre; and International Swedish retailer, ACNE Studios at the Eastern Columbia Building - both part of the revitalization of Bringing Back Broadway.
- In April and May, six new restaurants opened in Downtown. The DCBID helped to recruit and open Badmaash, an Indian Gastropub at 108 W. 2<sup>nd</sup> Street and Bronzed Aussie, an Australian meat pie shop at 714 S. Los Angeles Street. The other restaurants are Sixth Street Tavern at 630 W. 6<sup>th</sup> Street brought to you by the owners of Library Bar and Spring Street Bar; Sticky Rice at Grand Central Market, who also own Soi 7; Brick Gourmet Café, a small coffee shop at 333 S. Spring Street; and Invention, a members only bar at the Los Angeles Athletic Club.
- Nina attended ICSC, International Council of Shopping Centers, in Las Vegas where she was able to meet with various developers, national retailers and brokers to discuss Downtown Los Angeles opportunities. This trip may result in large national retailers locating to 7<sup>th</sup> Street.

### Demographic Study

- Downtown LA's Demographic Survey for 2013 concluded in April with over 8,800 respondents. This survey is the key tool used in recruiting businesses and investment into our District. The results will be released in June with a Press Conference.

### Residential Market

- Barker Block Phase 2 broke ground in April adding 68 adaptive reuse condos to the Downtown residential market and is expected to open in 2014.

### Quarterly DRMA Networking Event

- On April 10<sup>th</sup>, Brookfield Properties hosted our 1<sup>st</sup> DRMA (Downtown Residential Management Association) event for 2013 at FIGat7th's Taste. This event was the most successful DRMA event with over 60 residential properties managers in attendance.

### Housing Tours & Business Walking Tours

- We had four Housing Tours with nearly 180 total participants and two productive Walking Tours with more than 16 total participants.

## **OLD BUSINESS: None**

## **NEW BUSINESS: None**

**ADJOURNMENT:** The next meeting will be held on Wednesday, August 14, 2013, at 8:00 a.m. The meeting was adjourned.